

# RAISING THE WIND FOR THE PRESIDENTIAL CAMPAIGN

How Huge Sums Needed Are Gathered and the Men Who Do the Gathering

PRESIDENTIAL campaigns cost a great deal of money. The job of getting this money they call raising the wind. When the amount required is between \$1,000,000 and \$2,000,000 one can see that the office of treasurer of a national committee is no sinecure. As campaign jobs go, it's about the worst ever. A man who accepts such an office might well describe himself as the campaign's goat. Some of them have done so in campaigns gone by.

The treasurer of a national committee has to work with his coat off right through the campaign. Not only must he curycomb the country for contributions from rich and poor, using his wits to think up new schemes of extracting the coin, but he in turn must be prepared to be importuned unceasingly by the politicians for money and more money to spend on the voters.

It would not be so bad if he got glory out of this most trying of campaign tasks. But he doesn't. In the eyes of the public at large he does not exist until he has his statement of receipts and expenditures, makes his only little bow and disappears off the political stage, followed very likely by considerable criticism and generally no praise.

Of course, the candidate thanks him and perhaps later will offer him, if the party is successful, an office of some kind. The members of the national committee, of which he is an officer, will also accord him honor, but that is the chairman, if the party wins. But through the campaign, while others are in the limelight, he must content himself with the joy of his work of raising the wind. Even his own publicity bureau generally lets him alone.

The Presidential campaign of 1916 has brought to the task of getting the money for the two big parties two new men, both young, both energetic and both out to make a record.

Cornelius N. Bliss is the Republican treasurer and Wilbur W. Marsh the Democratic treasurer. Just now a sort of race between the two to see how much they can raise by the popular subscription method, leaving out of account the big subscriptions which are in a class by themselves. To raise popular funds both have thought out new schemes.

Let it be said right here that the task confronting Mr. Bliss and Mr. Marsh is harder, if anything, than that which confronted their predecessors. The laws governing campaign contributions have been growing tighter and tighter, the moral sense of the public more discriminating as regards what constitutes tainted and untainted money. It isn't possible any more to take money from corporations, and that used to be the easiest money to get. And contributions from individuals may lay the party open to criticism if they can be suspected of acting for large corporate interests.

In the forty-eight States there are now as many different sets of laws on the subject of corrupt practices at elections. All are the result of an

aroused public opinion concerning the purity of the ballot. Consequently it is necessary for both Mr. Bliss and Mr. Marsh to have competent legal advisers at their elbows if they are to escape indictment and obloquy as the result of their labors for their respective parties.

But this is not all. Not only is it more difficult to get the money because of these ever growing restrictions, but more money must be spent. The cost of campaigns, like the cost of everything else, is rising.

It was stated publicly the other day by Henry Morgenthau, who as chairman of the Democratic Finance Committee is a sort of financial overlord of this end of the game for the Democrats, that the irreducible minimum of Democratic needs this year had been placed at \$1,500,000. Four years ago it was \$1,100,000.

The Republicans have not made public their own estimate of expenses. When the campaign was in its infancy they figured it out at about \$1,000,000. Later the amount was raised to \$1,300,000. And at a still more recent gathering of Republicans to discuss this question certain gentlemen of great political experience are known to have informed Mr. Bliss that the high cost of campaigns would probably make it necessary this year to spend close to \$2,000,000 before November 7.

These estimates are larger than those of recent campaigns. But there is one notable exception. That was the famous campaign of 1896, when Mark Hanna to beat Bryan and free silver spent \$3,500,000. He could have raised \$7,000,000 that year by the mere asking, so that his job was not comparable to that facing the present wind raisers.

In 1908 the Republicans spent \$1,655,000, the Democrats not much more than \$500,000. In 1912 the Republicans spent about a million, the Democrats \$1,150,000 and the Progressives \$675,000.

The reason why it costs more now to run a campaign is because everything is higher. The cost of printing has tripled for one thing, campaign buttons cost twice as much, railroad fares are higher. And so it goes.

An idea of the dent that some of these items will make this year in the funds raised by the treasurers may be gained from the fact that in 1908 the Republicans spent \$75,000 for printing alone, \$30,000 for advertising, \$50,000 for campaign lithographs and \$40,000 for buttons. These are but a few of the numerous expenses a national headquarters must bear.

When the Republicans were looking around for someone to raise the wind for their eyes fell upon young Mr. Bliss, and for a good reason. His father was the Republican treasurer in three national campaigns. After some hesitation Mr. Bliss took the job, in which he has ever since displayed the one quality considered a prerequisite to a successful Republican treasurer—modesty.

Nobody but the campaign managers themselves ever hear much of Mr. Bliss around national headquarters. His office is on a floor below the chair-



WILBUR W. MARSH - Treasurer Dem. Nat'l. Comm.

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